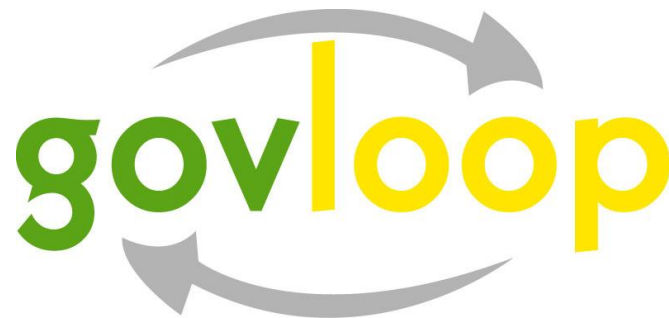


# The Story of GovLoop.com: A Case Study of Gov 2.0



**Business Problem** - Millions of government employees working on similar issues but no safe place to connect and share best practices

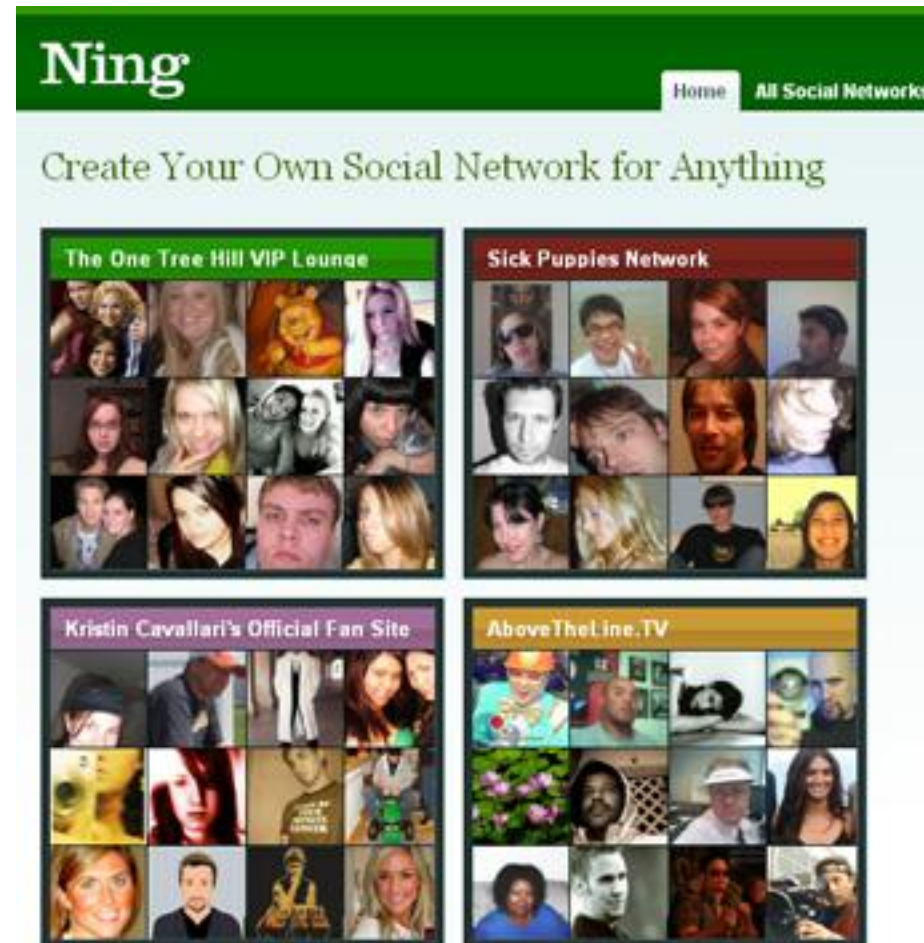
**Solution** – GovLoop.com

Social Network for  
Gov't Community



# Technology

- Assessed various technology solutions
- Ning provided a low-cost and flexible framework to build



# Build-Out

- Assessed similar community sites
- Assessed popular Ning networks
- Test Users



# Roll-Out

- Launched site grassroots to peers
- Coordinated with good government organizations
- New ideas generate press





# Building Momentum

- Identify and Empower Early Adopters
- Market where People Are
  - Twitter, LinkedIn, Facebook, etc



## GovLoop Community Leaders

18 members

Latest Activity: 12 hours ago

These are the all-star volunteers that keep GovLoop rocking. They are the 5-star elite squadron of government awesomeness.

twitter

Search

## Realtime results for **govloop**

0.03 seconds



**PerformanceInst**: Take **govloop**'s social media for government survey at <http://bit.ly/smgov-metrics> (expand) by 3/6

25 minutes ago from web · [Reply](#) · [View Tweet](#)



**krazykriz**: @dslunceford @danielhoang @govloop @palafo - Make that 79 responses...thanks to your tweeting, I am sure!

about 1 hour ago from *twihrl* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



**impublicservice**: Released first ebook for "I Am Public Service" - here: <http://bit.ly/UFI5> (expand) (be sure to view as a PDF download - bah SlideShare!) @govloop

about 1 hour ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



**22frets**: Finding it frustrating that I can't get to @GovLoop from work (at a gov agency).

about 1 hour ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



**govloop**: RT @krazykriz: Wow - 78 responses to our survey on social media and govt...trying to make 100 by Fri 3/6 COB! <http://bit.ly/smgov-metrics> (expand)

about 1 hour ago from web · [Reply](#) · [View Tweet](#)

# Continual Evolution

- Added Number of Features Along the Way
  - Videos
  - Photos
  - Podcast
  - Member of Week and Project of Week

## Member of the Week [Edit](#)

Andrew Krzmarzick,  
Graduate School



## GovLoop Radio [Edit](#)

Interview with Andy Krzmarzick



Download the [Podcast](#)



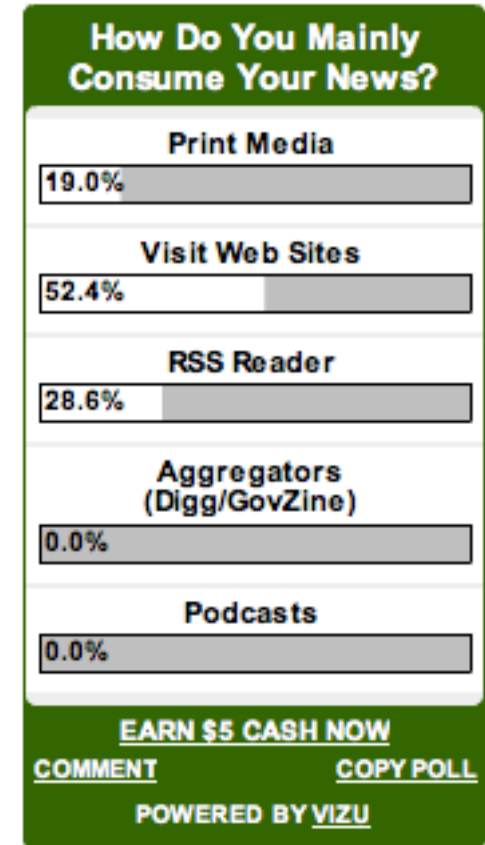
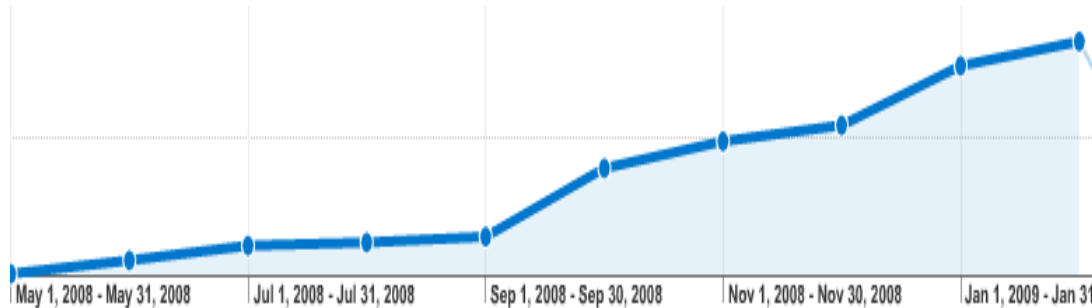
**GovLoop Book Tour**

Added by [GovLoop](#)



# Listen To Your Members

- Feedback from members
- Using polls and surveys
- Use Google Analytics





# Where Are We Now?

- Over 16,000 Members
- CTO, CIO, Politicians, Professors, and Innovative Minds across F/S/L/I
- Over 1,200 blogs, 350 discussions, 350 groups, 150 events, 2000+ photos, and 150 videos.



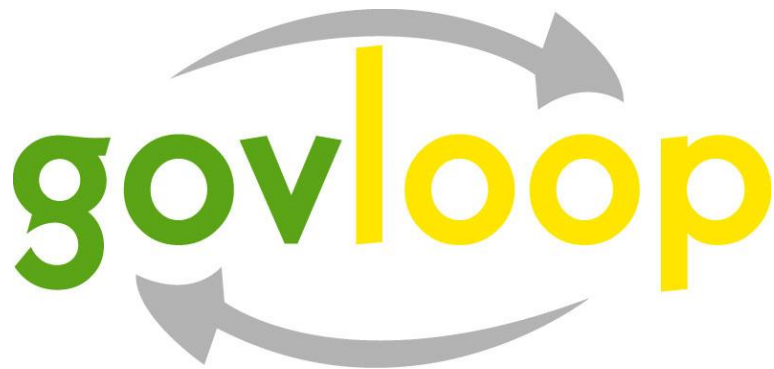
# Contact Me

Steve Ressler

Founder, GovLoop.com

[founder@govloop.com](mailto:founder@govloop.com)

@govloop



**GOV★ZINE**

**the gov**  **gurus**